



KEY CSR AREAS

Philanthropy — Contributing to Global Society

In line with its vision of Enriching People’s Lives, Nissan seeks to provide attractive products and services to customers worldwide while at the same time fulfilling its responsibility as a corporate citizen to help realize a sustainable society. As a member of the global community, we engage in a variety of social contribution activities supporting the creation of a better world.

We focus on three areas—humanitarian aid, support for education and caring for the environment—in making unique contributions to society, on a global basis as well as in local communities. We work together with organizations like NGOs while helping our employees to develop an active social participation mindset and promote activities that meet the needs and circumstances of each country or region.

Three Focus Areas

1. Humanitarian Support

Nissan provides relief assistance to areas around the world stricken by major natural disasters. Utilizing our network of group companies and operation sites worldwide, we pursue practical and effective activities, taking the conditions and needs of each country and region into account.

2. Environment

Nissan’s environmental philosophy of “a Symbiosis of People, Vehicles and Nature” underpins its ongoing efforts to reduce the environmental burden in various ways. In our social contribution activities as well, we prioritize protection of the environment and undertake a variety of programs focused on raising awareness and cultivating deeper understanding of the environment.

3. Education

Nissan places great importance on the cultivation of future generations in carrying out its social contribution activities. We have established partnerships with various educational organizations and work together on meaningful activities to nurture the hearts and minds of the next generation who hold the future in their hands.



■ Our Work as a Global Company



Unique Social Contribution Activities

At Nissan, we develop our social contribution activities through careful discussion involving the relevant divisions and management. The goal is to share our vision globally among all Nissan business locations as we carry out activities best suited to the needs and conditions of each community where we operate. We are working to build stronger ties with local communities where our offices and plants are located, not only through economic measures like job creation, but with various other activities as well. In addressing issues that go beyond country or region, we balance a global vision with the activities best suited to each community where we operate. We believe this approach enables us to make social contributions that are uniquely Nissan.



Please see our website for additional details about our corporate citizenship activities.
<http://www.nissan-global.com/EN/CITIZENSHIP/>

Our Three Key Approaches

In our social contribution activities, we place great importance on the following points:

1. Fostering a spirit of volunteerism among employees

We do our best to support the social contribution activities carried out by individual employees and we encourage as many of our people as possible to get involved in the spirit of corporate citizenship, with the aim of contributing as much as possible to society through such activities.

2. Making the best use of our corporate strengths and qualities

Some of our contributions are financial in nature, but we also aim to go beyond this by making full use of the resources built up through our business activities, such as our expertise, facilities and products, to carry out sustainable activities.

3. Cooperating with specialized NPOs and NGOs

Nissan continually looks for ways to develop highly specialized programs to work with nonprofit and nongovernmental organizations in order to make its social contributions more effective and productive.

Promoting Employee Participation

The active participation of individual employees is vital to our social contribution activities. WIN (Workforce Integration @ Nissan), our intranet system, plays a key role in encouraging the development of employees' sense of corporate citizenship. It serves as a channel for active internal communication and as a bulletin board for information about our social contribution activities worldwide. It also introduces employees to many volunteer programs and activities, thus enabling more of them to take part.

Nissan supports the citizenship activities of employees in Japan through the Nissan Financial Support Program for Volunteer Activities. In fiscal 2010 we provided approximately ¥1.8 million for 15 projects. We operate a similar donation-matching program in the United States. As part of our efforts to increase employee awareness in this area, we also hosted a variety of events, including fair-trade product bazaars, used-book fairs, presentations on disaster-relief activities and film screenings, in cooperation with various NGOs (World Vision Japan, Shanti Volunteer Association, Shapla Neer and Oxfam Japan).

■ Humanitarian Support

Aid to Disaster-Stricken Areas

Nissan has supported relief efforts to assist victims of natural disasters around the world. Nissan North America (NNA) was quick to act after a massive earthquake struck Haiti in January 2010, offering over \$100,000 in financial aid on behalf of the Nissan Group. The company additionally donated 30 pick-up trucks to the United Nations' World Food Program in Haiti, supporting the delivery of food, supplies and emergency aid.

Nissan (China) Investment Co., Ltd. (NCIC) pledged 500,000 yuan (approximately ¥6.8 million) to the Red Cross Society of China for relief efforts aiding victims of the large earthquake that devastated Yushu County, Qinghai Province, in April 2010. Dongfeng Motor Co., Ltd., Nissan's partner in China, donated supplies valued at roughly ¥40 million and provided six Nissan X-TRAIL four-wheel-drive vehicles to support rescue activities in the region.

Nissan Motor Co., Ltd. donated ¥3 million to the international NGO Japan Platform to assist relief efforts and aid reconstruction work in areas of Pakistan affected by severe flooding in August 2010.

In Japan, Nissan donated ¥1 million to the Community Chest of Miyazaki Prefecture for the support of areas in the prefecture affected by a foot-and-mouth disease outbreak in June 2010.

In the area of disaster relief, Nissan supplements its urgent response efforts with activities that take a longer-range perspective. In March 2011, we formed a partnership with Fleet Forum. This nonprofit group offers support to member NGOs, helping them to manage their vehicle fleets in safe, environmentally friendly ways. We are providing our Nissan LEAF electric vehicles to Fleet Forum free of charge for a one-year period to assist these efforts, and we are looking at ways to expand our cooperation in the future.

For information on our relief and aid efforts following the Great East Japan Earthquake of March 11, 2011, please see page 10.

Cooperation with NPOs and NGOs

NNA provides support in the fields of education and cross-cultural diversity by assisting the activities of the nonprofit group Second Harvest Food Bank, as well as through donations to NPOs including the American Indian College Fund, the PENCIL Foundation, the Harpeth River Watershed Association and the Universal Technical Institute Foundation. NNA also works with the international NGO Habitat for Humanity to provide affordable housing to people in need, including those affected by natural disasters and poverty. In fiscal 2010, NNA again contributed \$1 million to the project, supporting the construction of 10 new homes for the needy across the United States and Canada. The company also donated 10 Titan pick-up trucks to help with the transport of building materials. Roughly 5,000 Nissan employees, including company executives, have participated in home building to date, working shoulder to shoulder with the residents of the new homes and sharing their joy of home ownership. NNA received the honor of being named "Corporate Philanthropist of the Year" by the Association of Fundraising Professionals in November 2010 in recognition of its contributions to these activities.

Aiding the expansion of our partnership with Habitat for Humanity globally, Nissan Motor Co. (Australia) Pty. Ltd., Nissan Motor India Private Limited, Nissan Motor (Thailand) Co., Ltd. and PT. Nissan Motor Indonesia (NMI) have also engaged with local branches of the organization, supporting their activities through volunteering or vehicle donations.

Aid Activities in Asia

In China, Zhengzhou Nissan Automobile Co., Ltd. launched a program in June 2010 to support impoverished university students and orphaned children. The company aims to raise 3 million yuan (roughly ¥39 million) annually, including donations from employees, totaling more than 15 million yuan (¥195 million) over five years.

Nissan (China) Investment Co., Ltd. (NCIC) has also started a program to support immigrant children and migrant workers who have left their home districts for work. The company has provided scholarship funds totaling 50,000 yuan (¥640,000) to students demonstrating upstanding morals and outstanding scholastic ability. NCIC has also donated 100,000 yuan (¥1.3 million) to help with campus renovations and offered equipment donations in the form of three basketball hoops and six image projectors.

PT. Nissan Motor Indonesia donated a Frontier pick-up truck to help transport people and goods out of danger after the eruption of Indonesia's Mount Merapi in October 2010. Employee volunteers visited the evacuation center near Yogyakarta and helped to distribute food and daily necessities.

Messages from Our Stakeholders



Fred Brewer

Director, Corporate Development
Habitat for Humanity International

Nissan Drives Home-Building with Habitat

Nissan helps Habitat to build simple, decent, affordable homes and to transform communities by working alongside partner families and contributing cash and in-kind donations. To date, Nissan has donated 89 Nissan Titans to Habitat affiliates throughout the United States, Canada, Thailand, the Dominican Republic and Haiti. By the end of 2010, Habitat for Humanity had recorded nearly 5 million miles on the donated trucks.

Over the past five years, Nissan North America, Nissan Motor Co. Ltd., Nissan Korea Co., Ltd. and Nissan Motor Co. (Australia) Pty. Ltd. have supported Habitat for Humanity International with a combined total of more than 56,000 volunteer hours and the construction of 107 homes. Nissan's contribution to Habitat for Humanity has totaled more than \$5 million in house sponsorships and vehicle donations since 2006. At Habitat, we look forward to continuing our work with Nissan, helping the company to realize its vision, Enriching People's Lives.



Visit the Habitat for Humanity website for more information on the group's activities.

<http://www.habitat.org/>



■ Environmental Initiatives



Environmental Education for Future Generations

Nissan supported the Karuizawa Arts Festival, a classical music festival held in August 2010 to celebrate the cultural arts. Inspired by the organizing committee's aim to host an environmentally conscious event, which aligns with our environmental philosophy, "a Symbiosis of People, Vehicles and Nature," we have been a supporter of the event for four consecutive years. In conjunction with the festival, an exhibition of works entered in the Nissan Children's Storybook and Picture Book Grand Prix was held at the Karuizawa Picturebook Museum. Other interesting programs, including a collaborative event involving a saxophone quartet performance at a children's book reading, were also presented.

Also, in connection with a sales campaign for the Nissan LEAF electric vehicle, we launched a comprehensive educational program for children, entitled "An Electric Vehicle in Our Home," on our Nissan Zero Emission website to educate elementary school students about Nissan's vision for a zero-emission, sustainable society. Utilizing a simple storyline featuring unique, engaging characters and interactive quiz games, the program explains the reality of environmental problems we face today and the merits of zero-emission EVs in an easy-to-understand way.



"An Electric Vehicle in Our Home" can be viewed on the Nissan Zero Emission website.

<http://www.nissan-zeroemission.com/EN/KIDS/>

Our Foundation Activities

Striving "to create solutions for social progress" and advance Japan's culture and scientific progress, the Nissan Science Foundation has provided grants to productive science research, specifically in the fields of environmental studies, cognitive science and education in the sciences, technology and the environment. As of March 2011, the foundation had provided cumulative assistance of ¥6.7 billion to approximately 2,400 projects. In April 2011, the foundation was authorized under Japan's new public interest corporation system and renamed as the Nissan Global Foundation. It will be expanded worldwide and serve as an educational support program for fostering human resources in vital scientific fields.

The foundation's Science and Environmental Education Fund provides children with a better understanding and awareness of science, technology and environmental issues. Through this program, we provided grants to 23 schools in Kanagawa, Tochigi and Fukuoka Prefectures in fiscal 2010.

■ Educational Activities

Educational Outreach Programs

Nissan continued to carry out three different school-visit programs for children in the upper grades of elementary school during fiscal 2010: the Nissan Monozukuri Caravan, Nissan Design Waku-Waku Studio and Nissan Waku-Waku Eco School.

The Nissan Monozukuri Caravan is an original program designed to provide children with the opportunity to experience the enjoyment of *monozukuri* (crafting things), based on Nissan's experience and know-how as a manufacturer.

The Nissan Design Waku-Waku Studio is a unique work-experience class developed by Nissan in line with the objectives of the career education program promoted by Japan's Ministry of Education, Culture, Sports, Science and Technology. In this class, professional designers working at Nissan explain the vehicle-production process as well as their jobs as product designers.

Developed in cooperation with the nonprofit organization Weather Caster Network, the Nissan Waku-Waku Eco School aims to increase environmental awareness among children, the leaders of tomorrow. Over 21,000 students participated in these three programs in fiscal 2010.

Sharing the Joy of Reading

Nissan partners with the International Institute for Children's Literature, Osaka, to organize the Nissan Children's Storybook and Picture Book Grand Prix. Established with the aim of introducing children to richly imaginative storybooks and picture books, this writing and drawing competition seeks to encourage the production of creative literature for children by amateur authors. Each year's prizewinning works are published and Nissan donates copies through its dealerships to about 3,300 public libraries and 700 kindergartens across Japan. Provisions were made in fiscal 2010 to start donating copies of the prizewinning works to Japanese Schools for children of Japanese citizens living abroad in countries where Nissan operates. To date, we have donated upwards of 176,000 books.

A total of 2,941 works were submitted in fiscal 2010 for the 27th Grand Prix. Nissan hosted special events featuring the prizewinning works in the gallery of its Global Headquarters in May 2010 and March 2011. The aim was to encourage parents to read to their children by letting them experience the positive effects that this activity brings to them and their children. Copies of the prizewinning works were available for purchase during the event, with all proceeds going to the Shanti Volunteer Association.

Each year during spring break Nissan co-hosts the Joyful Storybook and Picture Book Exhibition with the National Children's Castle (Foundation for Child Well-being). The event features exhibits related to the picture books, as well as crafts workshops on the same theme. These workshops give children the chance to use recycled car parts and other materials while Nissan employees and student volunteers share with them the joy of *monozukuri*.

Nissan North America (NNA) supports the Governor's Books from Birth Foundation literacy program, which provides free books to children prior to their entry into grade school. Established in Tennessee, where NNA is headquartered, the foundation seeks to encourage reading and education in the home. In fiscal 2010, NNA donated \$100,000, funding the distribution of more than 300,000 picture books.

■ Contributing to Local Communities

Community Contribution Activities in Japan

On the 23rd of each month, a date that can be pronounced *ni-san* in Japanese, our facilities in Kanagawa Prefecture celebrate “Nissan Day,” and our employees take part in community clean-up activities. Our people at Nissan’s Global Headquarters in Yokohama, Kanagawa, have been actively involved in this cleaning since November 2009—just three months after its move to the city—as a part of our community contributions and a way to enhance environmental awareness among our employees.

Nissan, in cooperation with local community groups, hosted the 11th national Nissan Cup Oppama Championship 2010, a wheelchair marathon, at its Oppama Plant in December 2010. This national competition seeks to invigorate the local community, foster awareness of sports for the disabled and help competitors improve their abilities. The 2010 competition welcomed the participation of Wakako Tsuchida, a participant in the Beijing 2008 Paralympic Games, along with roughly 200 other athletes, providing a platform for participants to put their skills and endurance to the test. Approximately 500 volunteers, including Nissan employees and local citizens, worked together as route marshals and water-station staff for the event. Various organizations supporting athletics for the disabled received contributions from the Taiyo Fund, a donation program set up by Nissan employees especially for this event.

The Nissan Technical Center in Atsugi City contributes to the local community by promoting “Nice Wave” activities, which include neighborhood clean-ups and flower-planting activities.

Community Contribution Activities Abroad

From July 2009 to July 2010, Nissan Korea Co., Ltd. worked with the Seoul city government on the Green Gift campaign, providing scholarships to 37 students with disabilities. Nissan Korea actively participates in various community activities, including distribution of traffic safety picture books for children and a fund-raising photography event in support of UNICEF, while also offering financial aid for university scholarship programs. For its promotion of community contribution activities, Nissan Korea received the City of Seoul CSR Award in September 2010. The award is presented to companies doing business in Korea that have made continuous efforts to demonstrate corporate social responsibility and carry out corporate citizenship activities.

In fiscal 2009, PT. Nissan Motor Indonesia launched a new educational support program titled “Nissan Sahabat Anak Indonesia” (Nissan together with Indonesia). Employees in Indonesia visit primary schools, donating writing and teaching materials, computers and other needed items.

Nissan South Africa (Pty.) Ltd. (NSA) is undertaking a similar program. Employees there are donating teaching materials and textbooks on math and science—as well as school bags made from recycled Nissan billboards—to students at primary educational institutions. At secondary schools, meanwhile, we are making use of our strengths as an automaker by providing engines for use in laboratory classes.

Also in South Africa, the NSA-sponsored Mobile Eye Clinic continues its activities. This fully outfitted Nissan van contributes to the health of children in rural areas.

Area Leaders' Messages

Continuous Support for the Disaster Relief Effort

Yuushi Komota

Manager, CSR Department
Global Communications and CSR Division



Employees of Nissan and its affiliates throughout the world have been involved in the relief effort following the unparalleled natural disaster that struck Japan in March 2011. Ever since the earthquake and tsunami, the CSR Department has been at the core of Nissan's direct and indirect provision of relief to the stricken areas. The generous contributions received from Nissan employees worldwide for the relief effort totaled more than ¥100 million as of the end of May. Nissan employees have also participated in volunteer activities, particularly around the site of the company's plant in Iwaki, one affected area of Fukushima Prefecture. To sustain these contributions, Nissan is considering future cooperation with NGOs to provide appropriate ongoing assistance where it is needed, with the CSR Department playing a leading role.